

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC. 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Elmore Park Middle School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U. S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content description on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence, S (for sexual depiction and nudity) and L (for language):
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Bartlett, Tennessee

MR. & MRS. R. HOLDEN
6377 EASTBRIER DR.
BARTLETT, TN 38135

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9648 E. 36th St. N
Newton, Iowa 50208
March 9, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE:CS Docket No. 97-55, FCC 97-34

I am writing to voice my opposition to the v-chip rating system. It does not provide sufficient content information.

In the first place, the rating board should be independent of the industry and the FCC, and should include parents. It should be evaluated by independent research.

Secondly, the rating system approved by the FCC should include content information about programming such as V (for violence), S (for sexual depiction and nudity), and L (for language).

Parents should be allowed to decide what is appropriate television viewing for their children.

Sincerely,
Margie Tiedje
Margie Tiedje

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Diane & Wayne Wiley
479 N. Chatham
Janesville, WI 53545

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commissions
1919 M Street N.W., Room 222
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Madison Elementary School PTA of Janesville, WI. to voice my opposition to the v-chip rating system presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on the content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- * That the FCC require a V-chip band broad enough that would allow parents to receive more than on rating system;
- * That the rating icon on the TV screen be made larger, or more prominently placed on the screen, and appear more frequently during the course of the program;
- * That the rating board be independent of the industry and the FCC & that it include parents; &
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on this issue so important to children and families.

Sincerely,

Diane L. Wiley
Janesville, Wisconsin 53545
729 N CHATHAM

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CS 97-55

MAR 17 1997

CS Docket 97-55--Comment on Industry Proposal for Rating Video Programs

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Office of the Secretary
Federal Communications Commission
1010 M Street N.W.
Washington, D C 20554

March 4, 1997

Dear Sir,

As a mother and a teacher, I'm writing to protest the "V chip" ratings system as proposed by the TV industry:

- 1) I don't believe that the same people who do the TV programming should also determine the rating system.
- 2) The old, age-based system has not worked.
- 3) A content-based system would be more appropriate.
- 4) Different types of television effects are of concern to different parents, therefore a content-based system would be more effective.

Sincerely,

Sharon Krediet
3109 Rozanna Court
Modesto CA 95355

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CS97-55

March 10, 1997

MAR 17 1997

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Office of the Secretary
Federal Communications Commission
1010 M Street, N.W.
Washington, DC 20554

Comment on Industry Proposal for Rating Video Programs
CS Docket 97-55

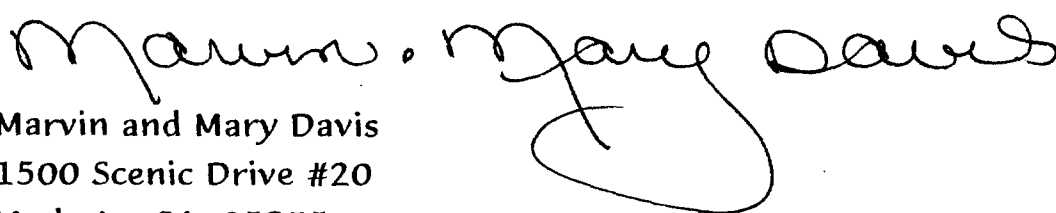
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CABLE SERVICES BUREAU

1. The same people who make the television programming determine the ratings.....NOT GOOD
2. We need content-based ratings with assistance from such groups as the National Parent-Teacher Association, American Academy of Child and Adolescent Psychology, etc.
3. We need ratings on talk shows that are airing at early hours on the E Entertainment Channel on the West Coast (Dick Dickrich/Night Stand airs at 7:30 p.m., Howard Stern at 8:00 p.m., Monday through Friday). We also need to insist that these "adult programs" be aired at a later hour, if at all.
4. We need to encourage advertisers to get behind "quality programming" and applaud them when the do.
5. We need to insure that "offensive advertising" does not appear during a "quality program" (upcoming movies, etc.)

Thank you for allowing us to make our comments.



Marvin and Mary Davis
1500 Scenic Drive #20
Modesto, CA 95355

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